



**WWF's perspective on certification, standards setting  
and value chain participation by small scale farmers  
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**Eric Bernard  
Aquaculture specialist  
World Wildlife Fund**





# World Wildlife Fund (WWF)

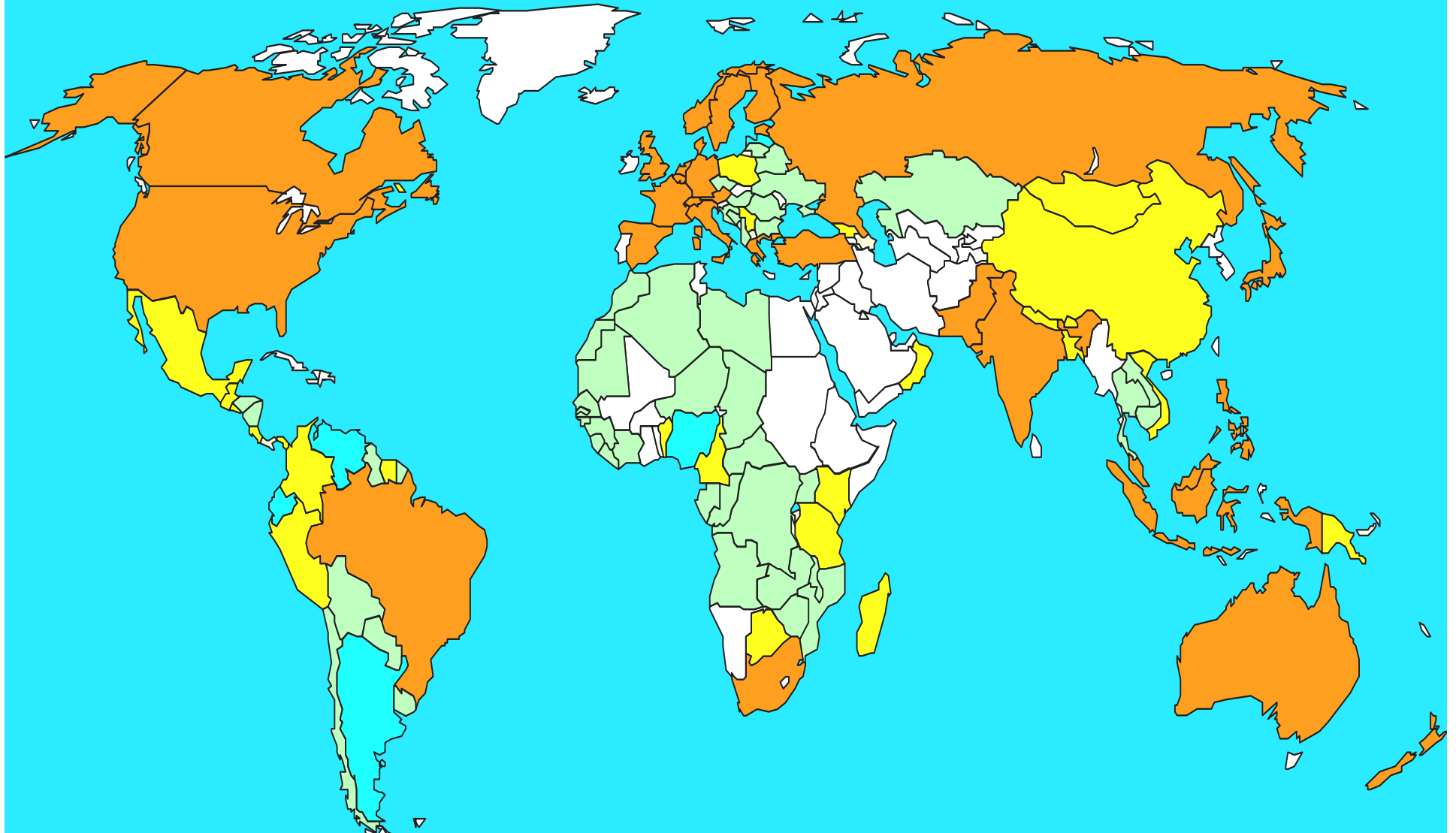
- Mission: Stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:
  - conserving the world's biological diversity
  - ensuring that the use of renewable natural resources is sustainable
  - promoting the reduction of pollution and wasteful consumption.
- Founded 1961
- Members & supporters: 5.7 million approx
- Employees: 5,100 approx
- Offices: 56 - plus 5 Associates; >13,000 projects in 157 countries
- Helped to develop 6 certification programs; 2 more in progress





# WWF Presences

- National Organizations
- Programme Office (Representation)
- Associate Organizations
- Country/ project offices





# WWF's Experiences with Certification Programs

- Rainforest Marketing—1980s
- Forest Stewardship Council—1990s
- Marine Stewardship Council—1990s
- Marine Aquarium Council—1990s
- Protected Harvest—2000
- Climate Savers—2000s
- New programs for IT—2007





# WWF and Aquaculture

- 1999: WWF joined FAO, NACA, WB & UNEP in the Consortium Program on Shrimp Farming & the Environment
  - More than 100 researchers involved
  - Reached 8000 peoples in 140 meeting
  - Develop Shrimp Farming Principles
  - Global (COFI) endorsement!
  - The Consortium published the International Principles for Responsible Shrimp Farming in September 2006. (<http://www.enaca.org>)
- From 2004: initiated aquaculture dialogues also on other commodities and keep on working on Shrimp
  - Salmon
  - Tilapia
  - Pangasius
  - Molluscs
  - Trout, Seabream & Seabass (to come in 2008)





# The Aquaculture Dialogue: what is it?

- A place for stakeholders to meet
  - Farmers, hatchery, processors
  - Retailers, buyers, certification body
  - Feed suppliers
  - Governmental offices
  - International organizations
  - Social and environmental national NGOs
  - Social and environmental international NGOs
  - Experts
  - others...

**More than 1,000 participants in the Dialogues, and it is increasing.**

**60 NGOs participating**





## Dialogue are transparent

- WWF US website, WWF country office website and partners website
- Subscribe to receive free the Aquaculture Dialogue e-Newsletter



- Contact Dialogue coordinator
- Press release in major industry media ahead each event and media present during the workshop.
- Dialogue Process is registered as an ISEAL Emerging Initiative.





# Steering Committees drive the Dialogue: examples

## Tilapia SC



## Salmon SC





# The Goals of the Dialogue

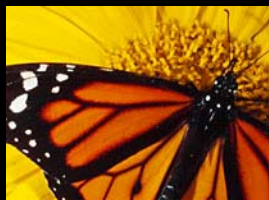
- Identify key impact
- Set Principles and criteria
- Develop baseline data for key impacts to use as benchmarks
- Identify key indicators and Develop performance-based standards
- Identify BMPs to eliminate or reduce key impacts to the standards levels
- Focus on the results desired and let producers find their own way to achieve them—encourage innovation





## The role of WWF in the Dialogue

- WWF-US in collaboration with the WWF national offices and some national or international organization took the lead in some region for some species to initiate these dialogues
- WWF tries to facilitate discussion among the stakeholders and can coordinate works done within the Dialogue
- At the end of the day, WWF will be a stakeholder like the others
  - WWF is not a certification body
  - WWF is not an accreditation body.
  - WWF is not a home for standards





# What Makes Credible Certification Systems?

WWF believe in certification as a tool to provide recognition to good player  
but the certification system has to be credible, including the Standards  
Development Process





# What Makes Credible Certification Systems?

- Addresses several key species
- Developed/Governed through transparent, multi-stakeholder processes
  - ISEAL CoP compliant and FAO guidelines compliant when available
- Targets key impacts & reduces them—delivers on the promise
  - Base on performance, on quantitative standards, not intention
  - BMPs are a way to the end but not the end
- Doable – based on what is currently possible, but pushes the curve
  - It has to be realistic, science based
  - Promote continuous improvement





# What Makes Credible Certification Systems?

- Is global and does not discriminate against classes of producers
  - All classes of producer should be involved in the process
  - Cost / benefits of certification should be carefully taken into consideration
- Audited by third-party certifiers
- Has fire walls between standards setting group, holding organization and certification entities





# Value chain participation by small scale farmer

- Aquaculture is dominated by small scale operation in different countries.
- Small scale industry structure can be very different according the country and the commodities.
  - Seize of the pond/ cage
  - Production level
  - Organization of the supply chain
- The culture is a very important point to consider





# Value chain participation by small scale farmer

- Certify production operations through:
  - Clustering many small producers through the processing plants procurement
  - Technical assistance departments (programs).
  - Thereby certifying many farmers with one audit visit to reduce cost to specific farmers.
  - Reduce cost to reach certification level. Looking for key indicators and not exhaustive list.
  - Others option....

**The right option would have to come locally**





## Credible frameworks are necessary

- There is a lot of certification schemes available now and this is confusing.
- Credible framework, guidelines are great tools to help to select the credible certification scheme.
- Guidelines are to define the governance of a certification development program.
- There is a need to define “a multi stakeholder process”, “transparency”, “standards” so that we all speak the same language.
  - Shall a public comment on Internet be considered as a stakeholder process?
  - Members of Board Director, Technical Committee, Steering Committee, etc and the program process document to be available on website.
  - What is standards? WWF believe in “metric standards” vs “BMP standards”





## Credible frameworks are necessary

- If the governance is well defined, Guidelines are to let the stakeholders decide the standards.
  - Minimum substantive requirements and criteria to be provided in annexes as a base of discussion for stakeholders.
- Guidelines to define the governance of the certification program after being created
  - knowledge increases and technology changes
  - Need of periodical review





## Credible frameworks are necessary

- There is a need of clear definition of responsibility and conflict of interest. between all actors: standards developer, auditors, consultant, industry, NGO, etc..
  - How auditors should be trained?
- Minimum requirement in the governance to be defined: minimum transparency level, minimum multi stakeholder involvement, etc..
- Some comment will depend on following questions:
  - How the “FAO Guidelines for Aquaculture Certification” will live after being adopted?
  - Will there be any structure to “certify” than a certification scheme is FAO Guidelines compliant or not?





Dialogue Progress or just More information on:

[www.worldwildlifefund.org/aquadialogues](http://www.worldwildlifefund.org/aquadialogues)

